

#ARTISTSFORBLACKLIVES

not sure what to post right now?

not sure how to word it?

not sure how to help?

we partnered with Black anti-racism educators, organizers, and activists to create a 7 day campaign that makes the most of your influence and resources:

#ARTISTSFORBLACKLIVES

here's why:

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the art and business of music and entertainment is indebted to the contributions of Black Americans. now more than ever, it's our responsibility to use the platforms built off their backs to show up and show out.

#ARTISTSFORBLACKLIVES is a 7 day pledge that leverages your social reach to drive a targeted windfall of visibility and cashflow centered on:

Black-owned orgs, fundraisers, and grassroots initiatives that uplift black communities, fight racial injustice, and help to free protestors held in COVID19-ridden jails.

here's how it works:

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once a day, for the next 7 days, an artist will commit to signal boosting and donating (**however large or small – the amount won't be shared**) to a designated non-profit while asking their fans to do the same. ([download pre-made assets here](#))

because #ARTISTSFORBLACKLIVES operates as a coordinated campaign with pre-supplied assets and vetted messaging, the impact will be far greater than the sum of its parts. we'll work together to saturate fans' social feeds and encourage them to follow, share, and give what they can to the same resource:

strong, clean, unified messaging for real impact.

here's the rollout:

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JUNE 5th: CAMPAIGN ZERO

About: <https://www.joincampaignzero.org/>

Format: Instagram grid post, shared to story with swipe up link

Asset: [Dropbox](#)

Donate Link: <https://bit.ly/3dEvw1n>

Copy:

I'm taking the #ARTISTSFORBLACKLIVES pledge to show up for Black Americans. For the next week, I'll be sharing a different Black-centered org that needs your help every day. I pledge to donate and to boost their visibility and I'm asking you to join me. Drop a 🤝 in the comments if you're with me and tag a friend who can match you.

Today I'm spotlighting @campaignzero. If you're new to activism and aren't sure where to start, Campaign Zero is an important resource working to end police violence. Swipe up in my stories to learn more.

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JUNE 6th: THE BAIL PROJECT

About: <https://bailproject.org/>

Format: Instagram story with swipe up link

Asset: [Dropbox](#)

Donate Link: <https://bit.ly/3dsWTer>

Copy:

With over 5000 protestors arrested in the George Floyd protests so far, packed jails are breeding grounds for COVID-19 transmission. @bailproject gets protestors out of jail and home safely as fast as possible. Swipe up to pitch in. #ARTISTSFORBLACKLIVES

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JUNE 7th: LGBTQ+ FREEDOM FUND

About: <https://www.lgbtqfund.org/>

Format: Instagram story with swipe up link

Asset: [Dropbox](#)

Donate Link: <https://bit.ly/3elcCGJ>

Copy:

Black LGTBQ people face far greater risk of incarceration and experiencing violence while in jail. #LGBTQFREEDOMFUND is a Black-owned bail fund prioritizing the safety of those most at risk.

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JUNE 8th: WOKEVOTE

About: <https://wokevote.us/>

Format: Instagram story with swipe up link

Asset: [Dropbox](#)

Donate Link: <https://bit.ly/2XSc3mV>

Copy:

Because of low voter turnout, Black communities often don't get to choose their own representation. @WokeVote is a national bootcamp for Black people to help push back against disenfranchisement and reform their communities. #ARTISTSFORBLACKLIVES

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JUNE 9th: LOVELAND FOUNDATION

About: <https://thelovelandfoundation.org/>

Format: Instagram story with swipe up link

Asset: [Dropbox](#)

Donate Link: <https://bit.ly/3eJWGE6>

Copy:

The mental health of Black women and girls is especially vulnerable in this climate. @thelovelandfoundation is raising a therapy fund to provide financial support and healing to Black communities across America. Swipe up to learn more and contribute what you can (and check in with your Black friends today). #ARTISTSFORBLACKLIVES

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JUNE 10th: BLACK DOCTORS COVID19 CONSORTIUM

About: <https://realconciergemedicine.com/covid19.php>

Format: Instagram story with swipe up link

Asset: [Dropbox](#)

Donate Link: <https://bit.ly/2MkhGFj>

Copy:

*Black communities have been hit disproportionately hard by the COVID19 pandemic, and mass protests have made outbreaks even more severe. @BlackDoctorsCOVID19Consortium has organized transportation, testing, staff, and PPE for Philadelphia to fight back. Swipe up to help.
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JUNE 11th: BLACK CHURCH FOOD SECURITY

About: <https://www.blackchurchfoodsecurity.net/about>

Format: Instagram story with swipe up link

Asset: [Dropbox](#)

Donate Link: <https://bit.ly/302JXIA>

Copy:

People need access to healthy and affordable food - but many Black communities are food deserts and suffer from food-related illnesses as a result. @BlackChurchFSN works to establish gardens and farmers markets on Black Church-owned land.